

**GOVERNOR'S P-20 COUNCIL
MINUTES
General Meeting – February 28, 2007
10:00 a.m.**

Location: 1700 W. Washington Street
Governor's 2nd Floor Conference Room
Phoenix, AZ 85007

Members Present: Governor Janet Napolitano, Dr. Rufus Glasper, Cathleen Barton, Susan Budinger, Mark Bryce, J.D., Regent Ernest Calderon, J.D., Susan Carlson, Representative Rich Crandall, Dr. Michael Crow, Dr. David Curd, George Dean, Mike DeLaO, Gregory Donovan, Dr. Roy Flores, Dr. Sybil Francis, Harry Garewal, Dr. John Haeger, Bob Hagen, Superintendent Tom Horne, Paul Luna, Dr. Kino Flores, David Martin, Dr. Karen Nicodemus, Dr. Laura Palmer Noone, Cathy McKee Olesen, Dr. Douglas Olesen, Dean Phillips, Kristen Rex, Xan Simonson, Councilman Greg Stanton, Mayor Robert Walkup and Dr. James Zaharis.

Members Absent: Amy Besing, Dr. Angel Cabrera, David Martin, Bill Putnam and Dr. Robert Shelton.

1. Call to Order & Welcome

Dr. Glasper called the meeting to order at 10:07 a.m. and welcomed Elliott Hibbs, Executive Director of the Arizona Early Childhood Development and Health Board.

Dr. Glasper acknowledged an article in the current edition of the Arizona Capitol Times featuring Council member Dr. Sybil Francis. Dr. Glasper congratulated Dr. Francis on the great profile and information about her role with the P-20 Council.

Dr. Glasper indicated that the meeting would focus on the work of the Communications Committee over the past year to address the idea of developing and implementing a collaborative communications campaign to build and sustain public will for a rigorous and relevant P-20 education system based on the work and recommendations of the P-20 Council. Dr. Glasper thanked Chair Paul Luna and his Co-chair for this endeavor, Susan Budinger, for their hard work and commitment to the collaborative effort.

2. Remarks – Governor Janet Napolitano

Governor Napolitano welcomed the Council and stated that Arizona is gaining national attention for raising high school graduation requirements. The Governor thanked Dr. Nicodemus for representing Arizona at Achieve Inc's recent 50-state report release in Washington, D.C. The Governor indicated that Arizona is facing a tough time with the budget, that she is committed to continuing with the important work in education and that financing construction of new schools will be critical in addressing the budget crisis. The

Governor indicated she was looking forward to hearing the details on the collaborative communications plan.

3. Approval of Minutes

Gregory Donovan moved approval of the December 18, 2007 Governor's P-20 Council meeting minutes as presented. Motion was seconded by Cathy McKee Olesen and was unanimously approved.

4. Updates: Policy Making Boards

Dr. Glasper noted that the Council would hear from the State Board of Education and that the reports of the Arizona Early Childhood Development and Health Board and the Arizona Board of Regents will be part of the Communications Plan report.

- **State Board of Education**

Vince Yanez, Executive Director of the State Board of Education (SBE), and Dr. Karen Nicodemus, SBE member, reported that:

- In January 2008 Dr. Vicki Balentine was elected President and Mr. Jacob Moore was elected Vice-President of the SBE.
- In support of the Board's recent action to increase high school graduation requirements and stated goal of increasing high school graduation rates, past and current Board leadership have prepared a document to initiate Board discussion on possible next steps. The discussion paper focuses on three areas: (1) teacher quality and capacity; (2) curriculum models and student support strategies; and (3) assessment and/or accountability systems.
- In conjunction with the Board's discussion on possible next steps, Lauren Kielsmeier, the Governor's K-12 Policy Advisor, has been invited to address the Board.
- Current and past State Board of Education leadership, Mr. Yanez, SBE Executive Director, and Superintendent Horne will be joining the Arizona Board of Regents at its March 2008 meeting to further discuss alignment and related efforts between the state's K-12 and higher education policymaking bodies.

5. Presentation: Communications Plan and Strategies

Paul Luna and Susan Budinger reported that the Communications Committee and its partners have been working for the past year and a half to develop a collaborative communications plan and strategy. Goals adopted by the Committee have been to 1) build public awareness and support of the Governor's goals and the P-20 Council recommendations as they are being implemented, and 2) to connect and align with similar communications efforts.

Working with the Public Relations firm of RIESTER, the Committee is presenting to the Council the recommendations for a creative campaign concept, campaign name, tagline and recommendations for media, interactive and public relations.

Paul turned the program over to RIESTER to present the creative campaign concepts. Mirja Riester provided an overview of the work RIESTER has been doing with the Committee, including a summary of the research performed to establish baseline information for the campaign; the strategic approach to developing the campaign; and the creative concepts. The

campaign title and tagline are: EXPECT MORE ARIZONA (title) and *Because a better education means a better life* (tagline).

After the presentation, the Governor and the Council engaged in discussion regarding the presentation. Concern was expressed that the creative concepts included data that could be misconstrued or challenged; that there did not appear to be a clear identification of the goals of the campaign or the audiences that were being targeted; and a need to have a more positive approach in the campaign. The Council provided direction for the Communications Committee to continue working to address the concerns expressed and to further develop the campaign.

Karen Nicodemus moved to accept the campaign name, **Expect More Arizona**. Motion was seconded by Regent Calderon and unanimously approved.

a. Arizona Early Childhood Development and Health Board

Elliott Hibbs, Executive Director of the Arizona Early Childhood Development and Health Board (ECDH) presented an update on the ECDH communications strategies. First Things First (FTF) communications strategies will be directly aligned with messages coming from P-20 – properly preparing children for success in school, and in life. Since FTF is just developing its initial strategic plan, however, specific communication strategies have not been developed as yet. The general intent of the FTF communications strategy will be to:

- Increase available information for parents to improve parenting skills and their ability to choose high-quality child-care;
- Demonstrate to the public how investing in Arizona's youngest children helps to significantly cut remedial costs, reduces poor education performance in the formal education system and provides a substantial economic return;
- FTF is positioned to build awareness and support for early childhood issues and the relationship to educational attainment.

Specific communications strategies will be formalized in the next couple of months as the Board establishes its initial strategic direction and critical measures to evaluate progress.

b. Arizona Board of Regents

Regent Ernest Calderon and Cathy McGonigle, Deputy Executive Director and Senior Associate for ABOR, presented an update to the Council on the higher education public awareness campaign. ABOR, in collaboration with Arizona State University, Northern Arizona University, and the University of Arizona, launched *Solutions Through Higher Education* as an education campaign to promote awareness of the brewing crisis in education in our country and the critical role that higher education plays in ensuring economic prosperity for our country and our citizens.

The Coalition for Solutions Through Higher Education is anchored in the belief that it is imperative to raise the educational level of Arizonans, especially the younger population; and to make citizens aware of the crucial role that higher education plays in ensuring the economic prosperity of its residents as well as the state and local economies.

Promotional and information materials including a video, a slide show, and brochure have been developed for presentations. In addition, a website has also been launched at www.highereducationsolution.com.

Regent Calderon and Ms. McGonigle ended the presentation by showing the Solutions video.

Following the ECDH and ABOR Reports, and due to time constraints, Mike Haener, Governor's Deputy Chief of Staff, provided the Council an update on the legislative issues.

6. Committee Updates and Reports

a. Steering Committee - Dr. Rufus Glasper

- **Higher Education Ad Hoc Committee**

Dr. Glasper reported that the Higher Education Ad Hoc Committee was created for the purpose of developing recommendations to increase the number of postsecondary degrees awarded in Arizona. The Committee plans to meet once per month, through May, and will present its recommendations to the Governor and P-20 Council shortly thereafter. The Committee's work is focusing in four areas, including consideration of:

- Expanding collaborative agreements
- Enhancing transfer and articulation
- Creating university centers
- Allowing community colleges to provide expanded degree programs in limited subject areas where a university will not or cannot provide them and where a demonstrated demand exists.

At its first meeting, the Committee heard various presentations on numerous collaborative partnerships between community colleges and universities, including 2+2, 3+1, and other similar agreements. The Committee also began to develop recommendations and will continue to add to their specificity at their next meeting on March 3, 2008, where they will focus on the state's transfer system.

On February 22, 2008, the Arizona Board of Regents (ABOR) hosted a workshop at the Decision Theater to facilitate collaboration and support to enhance their strategic plan and modeling capabilities. The unique workshop provided a forum for participants to build consensus and engage in discussion on common goals, challenges and solutions that impact Arizona's education pipeline. Attendees included representatives from ABOR, early education, K-12, higher education, business, elected officials and Governor's staff.

The Committee's full work plan is included in the Council packet.

b. Data & Graduation Committee – Dr. Sybil Francis

Dr. Francis reported that Representative Crandall has introduced HB 2787 to the Legislature. The bill asks that teachers and students in teacher preparation programs be given a non-personally identifiable identification number in order that student and

teacher progress and achievement be tracked. Second read on February 18th. Also, HB 2670 has been introduced to the Legislature. The bill would raise the compulsory school attendance age to 18. Second read on February 6th and is waiting for a hearing.

Dr. Francis reported that Mariko Silver, of Arizona State University (ASU), presented the Arizona Indicators Project to the committee. The project is collaboration between the Arizona Republic, Arizona State University and the Arizona Department of Commerce. The goal of the project is to provide a central data warehouse for Arizona's legislators, policymakers and educators to find reliable, valid and transparent statistical information. The Committee will look at ways to partner in this endeavor and/or utilize the data in a meaningful way to address educational issues in Arizona.

Dr. Francis also reported that Don Houde, of the Arizona Department of Education, continues to make monthly updates to the Committee on the continuing development of the new Arizona Education Data Warehouse system.

c. Education Alignment Committee – Dr. Karen Nicodemus

Dr. Nicodemus reported that the Committee name has changed to include Assessment. Assessment was originally under the Data Committee, but in discussions with committee chairs, it was determined that assessment is more closely linked to alignment discussions.

The State Board of Education (SBE) was presented with the revised Mathematics Standard on Monday, February 25th. After this initial presentation and discussion with the SBE, five public comment forums will be conducted around the state during the month of March. Additionally, the Mathematics Standard will be posted to the Arizona Department of Education's (ADE's) website for review and public comment. Following the review and comment period, the Mathematics Standard is on track to be presented to the SBE for adoption in May or June 2008. Work continues to finalize the membership to the ELA Alignment Team. The timeframe for this work is anticipated to begin with an Institute in July and continue through December of 2009.

Dr. Nicodemus reported that work also continues to finalize contracts for Arizona's participation in the field test and operational test of the Algebra II End of Course Assessment. Staff is also working to obtain funding to administer the Algebra II End of Course Assessment to approximately 1,300 students in Arizona. There has been a strong interest by school districts to participate in a pilot test, and ADE has been able to identified schools in districts from around the state. The test will be administered in May. Dr. McCallum, from the University of Arizona, continues preparations to conduct a study to evaluate the correlation between test scores on ACT, SAT, AIMS, and university placement exams with success in credit bearing courses and will include the results of students participating in the Algebra II End of Course Exam in this study. The value of this study will be to help determine the feasibility of this test being used to predict a student's success in credit bearing.

7. Call to the Public

The Council heard public input from: Ted Kraver on e-learning. Susan Budinger provided the Council with a copy of the Arizona Community Foundation's two reports on assessing education in Arizona.

8. Announcements and Adjournment

There being no further business or announcements, Dr. Glasper adjourned the meeting at noon.